ORDER

Order / Rev: Alt Order #:

47155

Product Desc:

27773534

Order 424ADD

Estimate: Flight Dates:

Order Type:

04/27/22 - 04/30/22

Original Date / Rev:

04/27/22 / 04/27/22

GENERAL

Primary AE:

Katz Washington, D.C.

Sales Office:

Sales Region:

KLKN-TV

National

Agency

Name:

Smart Media Group

Buying Contact:

Billing Contact:

1427 Leslie Ave

Alexandria, VA 22301

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

Cash Broadcast

EOM/EOC

15%

Advertiser

Name:

Demographic:

Product Codes:

Candidates

Revenue Code 1:

Revenue Code 2:

Revenue Code 3:

Priority:

Herbster for Governor

A35+

AGY

POL

POL-CAND P-04

New Business Thru: Advertiser External ID:

Agency External ID:

Unit Code:

Order Separation:

General

00:15:00

Bill Plan

Start Date **End Date** # Spots Gross Amount Net Amount 04/25/22 04/30/22 37 \$4,000.00 \$3,400.00 **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
May 2022	37	\$4,000.00	\$3,400.00	0.00
Totals	37	\$4,000.00	\$3,400.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington, D.C.			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1	KLKN	04/28/2	2 04/28/22	Ch 8 News at 5a M-F	CM	5а-6а	T	:30	1	\$50.00P-04	0.00 NM	1	\$50.00
				Ch 8 Eyewitness Ne	ws 5a						- 1		
	AM NE	NS											
	<u>Sta</u>	rt Date	End Date	Weekdays Sr	ots/Week	Rate	Rating						
W	eek: 04/	25/22	05/01/22	T	1	\$50.00	0.00						
N 2	KLKN	04/29/2	2 04/29/22	Ch 8 News at 5a M-F	CM	5a-6a	F	:30	1	\$50.00 P-04	0.00 NM	1	\$50.00
				Ch 8 Eyewitness Ne	ws 5a						5.55	·	400.00
	AM NE	NS		,							- 1		
	Sta	rt Date	End Date	Weekdays Sr	ots/Week	Rate	Rating				- 1		
W	eek: 04/	25/22	05/01/22	F	1	\$50.00	0.00						
N 3	KLKN	04/28/2	2 04/28/22	Ch 8 News at 6a M-F	CM	6a-7a	T	:30	1	\$105.00P-04	0.00 NM	1	\$105.00
				Ch 8 Eyewitness Ne			·	.00	•	♥100.001 04	0.00 1111		Ψ100.00
	AM NE\	NS											
	Sta	rt Date	End Date	Weekdays Sr	ots/Week	Rate	Rating						
W	eek: 04/	25/22	05/01/22	T	1	\$105.00	0.00						
N 4	KLKN	04/29/2	2 04/29/22	Ch 8 News at 6a M-F	CM	6a-7a	F	:30	1	\$105.00P-04	0.00 NM	1	\$105.00
				Ch 8 Eyewitness Ne		ou . u	,	.00	•	Ψ100.001 ·0+	0.00 14141	'	Ψ105.00
	AM NE\	NS		on o myowimood ito							- 1		
	Sta	rt Date	End Date	Weekdays Sr	ots/Week	Rate	Rating				- 1		
W	eek: 04/		05/01/22	F	1	\$105.00	0.00				- 1		
N 5	KLKN		2 04/28/22	Good Morning Ameri	ca CM	7a-9a	T	:30	1	\$140.00P-04	0.00 NM	1	¢140.00
., 5	I VEIVIA	U-1/2012	2 0-120122	Good Morning Amer		1 a-3a		.30	'	\$140.00P-04	U.UU INIVI	1	\$140.00
				Cood Monning Amer	ou .								

Print Date: 04/28/22 10:58:25 Page 2 of 4

Order / Rev: Alt Order #:

Flight Dates:

47155

27773534

04/27/22 - 04/30/22

Advertiser:

Estimate:

Herbster for Governor

Product Desc:

Order

424ADD

KLKN-TV

Ln Ch S	Start	End	Inventory Code	Break	Start/End 1	Γime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
<u>Start I</u> Week: 04/25		End Date 05/01/22	Weekdays	Spots/Week	<u>Rate</u> \$140.00	Rating 0.00						
N 6 KLKN 0)4/29/2	2 04/29/22	Good Morning Ar Good Morning Ar		7a-9a	F	:30	1	\$140.00P-04	0.00 NM	1	\$140.00
Start I Week: 04/25		End Date 05/01/22	Weekdays	Spots/Week	<u>Rate</u> \$140.00	Rating 0.00						
		2 04/30/22	Good Morning Ar Good Morning Ar		7a-9a	S-	:30	1	\$75.00 P-04	0.00 NM	1	\$75.00
SAT GMA <u>Start I</u> Week: 04/25	<u>Date</u>	End Date 05/01/22	Weekdays	Spots/Week	<u>Rate</u> \$75.00	Rating 0.00						
N 8 KLKN 0		2 04/28/22	M-F 9a-10a M-F 9a-10a	СМ	9a-10a	T	:30	1	\$50.00P-04	0.00 NM	1	\$50.00
LIVE KELI <u>Start I</u> Week: 04/25	Date	End Date 05/01/22	Weekdays	Spots/Week	<u>Rate</u> \$50.00	Rating 0.00						
N 9 KLKN 0		2 04/29/22	M-F 9a-10a M-F 9a-10a	СМ	9a-10a	F	:30	1	\$50.00P-04	0.00 NM	1	\$50.00
Start I Week: 04/25	<u>Date</u>	End Date 05/01/22	Weekdays	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
N 10 KLKN 0		2 04/28/22	M-F 10a-11a M-F 10a-11a	СМ	10a-11a	-=-	:30	1	\$70.00 P-04	0.00 NM	1	\$70.00
Start [Week: 04/25	<u>Date</u>	End Date 05/01/22	Weekdays	Spots/Week 1	<u>Rate</u> \$70.00	Rating 0.00						
N 11 KLKN 0		2 04/29/22	M-F 10a-11a M-F 10a-11a	СМ	10a-11a	F	:30	1	\$70.00P-04	0.00 NM	1	\$70.00
Start [Week: 04/25	<u>Date</u>	End Date 05/01/22	Weekdays	Spots/Week	<u>Rate</u> \$70.00	Rating 0.00						
N 12 KLKN 0		2 04/28/22	Ch 8 News Midda Ch 8 News Midda	-	11a-12p	T	:30	1	\$75.00P-04	0.00 NM	1	\$75.00
Start I Week: 04/25/	Date	End Date 05/01/22	Weekdays	Spots/Week	<u>Rate</u> \$75.00	Rating 0.00						
N 13 KLKN 0		2 04/29/22	Ch 8 News Midda Ch 8 News Midda		11a-12p	F	:30	1	\$75.00 P-04	0.00 NM	1	\$75.00
Start I Week: 04/25	<u>Date</u>	End Date 05/01/22	Weekdays	Spots/Week 1	<u>Rate</u> \$75.00	Rating 0.00						
N 14 KLKN 0- GMA NEE			M-F 12p-1p M-F 12p-1p	СМ	12p-1p	T 	:30	1	\$50.00P-04	0.00 NM	1	\$50.00
Start E Week: 04/25/	<u>Date</u>	End Date 05/01/22	Weekdays T	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
N 15 KLKN 0			M-F 12p-1p M-F 12p-1p	СМ	12p-1p	F	:30	1	\$50.00P-04	0.00 NM	1	\$50.00
Start I Week: 04/25/	<u>Date</u>	End Date 05/01/22	Weekdays	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
N 16 KLKN 04	4/29/2	2 04/29/22	M-F 1p-2p M-F 1p-2p	СМ	1p-2p	F	:30	1	\$50.00P-04	0.00 NM	1	\$50.00
<u>Start I</u> Week: 04/25/	/22	End Date 05/01/22	Weekdays	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
N 17 KLKN 04		2 04/29/22	M-F 2p-3p M-F 2p-3p	СМ	2р-3р	F	:30	1	\$20.00 P-05	0.00 NM	1	\$20.00

Print Date: 04/28/22 10:58:25 Page 3 of 4

KLKN-TV

Order / Rev:

47155

Advertiser:

Estimate:

Herbster for Governor

Alt Order #: Flight Dates: 27773534

04/27/22 - 04/30/22

Product Desc:

Order 424ADD

Start Ln Ch End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/25/22 05/01/22 ----F--\$20.00 0.00 N 18 KLKN 04/29/22 04/29/22 M-F 3p-4p CM \$20.00 P-05 0.00 NM 3p-4p ----F--:30 \$20.00 1 M-F 3p-4p THE REAL Start Date Weekdays Spots/Week **End Date** Rate Rating Week: 04/25/22 05/01/22 \$20.00 ---F--0.00 N 19 KLKN 04/29/22 04/29/22 M-F 4p-5p CM 4p-5p ----F--:30 \$75.00P-04 0.00 NM 1 \$75.00 M-F 4p-5p DR PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 04/25/22 05/01/22 ----F--\$75.00 0.00 N20 KLKN 04/29/22 04/29/22 Ch 8 News at 5p M-F CM ----F--:30 \$200.00P-04 0.00 NM 5p-530p \$200.00 Ch 8 News 5p M-F **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating --F-Week: 04/25/22 05/01/22 \$200.00 0.00 N21 KLKN 04/29/22 04/29/22 Ch 8 News at 6p M-F 6p-630p ----F--:30 \$250.00 P-04 0.00 NM 1 \$250.00 Ch 8 Eyewitness News 6p **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 04/25/22 05/01/22 ----F--\$250.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 KLKN 04/25/22-05/01/22 Ch 8 News at 6p M-F 6p-630p :30 (\$250.00) 0.00 NM See MG 21.2 [Schedule Change-No 6p News on Friday] Preempt 2 KLKN 04/25/22-05/01/22 Ch 8 News at 6p M-F :30 6p-630p \$250.00 0.00 NM MG for 21.1 04/29 N 22 KLKN 04/29/22 04/29/22 Ch 8 News at 10p M-F CM 10p-1035p ----F--:30 \$250.00P-04 0.00 NM 4 \$375.00 Ch 8 News at 10p M-F LATE NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/25/22 05/01/22 ----F--\$250.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays 1 Length Rate Rtg Type 1 KLKN 04/25/22-05/01/22 Ch 8 News at 10p M-F 10p-1035p (\$250.00) 0.00 NM :30 See MG 22.2,22.3,22.4,22.5 [Schedule Change] Preempt 2 KLKN 04/29/22-04/29/22 Ch 8 News Late Ed M-Sun 1030p-1105p :30 \$250.00 0.00 NM MG for 22.1,27.1,24.1,26.1 3 KLKN 04/29/22-04/29/22 Jimmy Kimmel-Late Edition 1105p-1208a :30 \$75.00 0.00 NM (h) MG for 22.1,27.1,24.1,26.1 4 KLKN 04/25/22-05/01/22 Nightline-Late Edition 1207a-1236a MTWThF----:30 \$30.00 0.00 NM MG for 22.1,27.1,24.1,26.1 5 KLKN 04/29/22-04/29/22 Overnight Rotator M-Su 12:35 XM-1:35 XM2:35 XM-1:35 :----F---:30 \$20.00 0.00 NM (f) MG for 22.1.27.1.24.1.26.1 N23 KLKN 04/30/22 04/30/22 Ch 8 News Sat at 10p ----S-:30 \$200.00 P-04 0.00 NM 10p-1035p \$200.00 Ch 8 News Sat at 10p SAT NWS Spots/Week Start Date End Date Weekdays Rate Rating Week: 04/25/22 05/01/22 ----S-\$200.00 0.00 N24 KLKN 04/29/22 04/29/22 Jimmy Kimmel CM 1035p-1135p :30 \$75.00 P-04 0.00 NM O \$0.00 Jimmy Kimmel KIMMEL Start Date End Date Weekdays Spots/Week Rate Rating Week: 04/25/22 05/01/22 ---F--\$75.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 KLKN 04/25/22-05/01/22 Jimmy Kimmel :30 1035p-1135p ----F---(\$75.00) 0.00 NM See MG 22.2,22.3,22.4,22.5 [Schedule Change] Preempt N25 KLKN 04/28/22 04/28/22 СМ :30 \$30.00 P-05 0.00 NM 1135p-1208a ---T---1 \$30.00

Print Date: 04/28/22 10:58:25 Page 4 of 4

KLKN-TV

Order / Rev: 47155 Advertiser:

Herbster for Governor

Alt Order #: Flight Dates: 27773534 04/27/22 - 04/30/22 Product Desc:

Order

Estimate:

424ADD

Ln Ch	Start	End	Inventory Code	Denelo	Ctant/Food T	: D	(0		D.L. D.	D. T	0 .	
LII CII	Start	End	Inventory Code Nightline	Бтеак	Start/End T	ime Day	rs l	_en Spo	วเร	Rate Pri	Rtg Type	Spots	Amount
NICI	HTLINE		Nightline										
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						Ĭ	
	04/25/22	05/01/22	Т	1	\$30.00	0.00							
N26 KLK	(N 04/29/2	22 04/29/22	_	CM	1135p-1208a		F	:30	1	\$30.00P-05	0.00 NM	0	\$0.00
NIGH	HTLINE		Nightline									1	
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						1	
	04/25/22 <u>Ch</u> Date Ra	05/01/22 ange D	escription	1 Star	\$30.00 E/End Time	0.00	Wee	ekdays	Len	oth Rate	Rtg Type		
		2-05/01/22 N	-		5p-1208a			F			0.00 NM	1	
		.2,22.3,22.4, Change] Pree										l	
			M-F 1205a-105a	CM	1205a-105a		F	:30	1	\$20.00 P-05	0.00 NM	0	\$0.00
			M-F 1205a-105a			,		,,,,	·	Q20.001	0.00 1111	ľ	Ψ0.00
ACC	ESS Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						l	
	04/25/22	05/01/22	F	1	\$20.00	0.00							
	Ch Date Ra		escription 1-F 1205a-105a		/End Time		_	ekdays	Len		Rtg Type		
		2-03/01/22 IV .2,22.3,22.4,		1203	5a-105a			F		·30 (\$20.00)	0.00 NM		
		Change] Pres											
N 28 KLK	N 04/30/2	22 04/30/22	Sat 1035p-1135p	CM	1035p-1135p		-S-	:30	2	\$50.00P-04	0.00 NM	2	\$100.00
ET V	VKND		Sat 1035p-1135p										
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	04/25/22 N 04/30/2	05/01/22	S- Sat 1135p-1235a	CM 2	\$50.00 1135p-1235a	0.00	- C _	:30	1	\$25.00 P-05	O OO NIM	1	\$25.00
		.2 04/00/22	Sat 1135p-1235a		1100p-1200a		3 "	.50	'	\$25.00 F-05	U.UU INIVI	,	φ25.00
	EOUT Start Date	End Data	Mookdaya	Canto AMank	Data	Dating							
	04/25/22	End Date 05/01/22	Weekdays	Spots/Week 1	<u>Rate</u> \$25.00	Rating 0.00							
N30 KLK	N 04/28/2	2 04/28/22	NFL Draft Thurs	CM	7-1030p	T-		:30	1	\$400.00P-05	0.00 NM	1	\$400.00
NFL	DRAFT		NFL Draft Thursd	ay									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	04/25/22	05/01/22	T	1	\$400.00	0.00							
N31 KLK	.N 04/30/2	2 04/30/22	NFL Draft Sat NFL Draft Saturda	CM	11a-6p		-5-	:30	2	\$50.00P-05	0.00 NM	2	\$100.00
NFL	DRAFT			~,									
_	Start Date 04/25/22	End Date 05/01/22	Weekdays S-	Spots/Week 2	Rate \$50.00	Rating 0.00							
		2 04/30/22	Saturday Prime 3	CM	9p-10p		-S-	:30	1	\$100.00 P-05	0.00 NM	1	\$100.00
A = 1 N	,		Saturday Prime 3		,					,			*
AFH\	v Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
_	04/25/22	05/01/22	S-	1	\$100.00	0.00							
N 33 KLK	N 04/30/2	2 04/30/22	Saturday Prime O		7:00 PM-9:00		S-	:30	1	\$100.00P-05	0.00 NM	1	\$100.00
MOV	IE BEAUTY	1	Saturday Prime C	riner	(7:00 PM-9:00) PIVI)						l,	
_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	04/25/22 N 04/29/2	05/01/22	NFL Draft Fri	CM	\$100.00 6p-1030p	0.00		:30	2	\$400.00P-05	0.00 NIM	2	\$800.00
		- 41150/22	NFL Draft Friday	OWI	op-1000p			.50	4	ψ400.00Γ-03	J.OU INIVI		φουυ.υυ
	DRAFT	End Data	Wookdalia	Cnoto/Most	D-t-	Patin-							
	Start Date 04/25/22	End Date 05/01/22	Weekdays	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00							
							_	_					

37

125 West 55th St New York, NY 10019

Contract # 27773534 Agency: Smart Media Group CPE: HRBST/ORDR/424ADD Changes as of: 4/27/2022 at 4:34 PM Flight: 4/27/22 - 4/30/22 Version: Highlighting Makegood 1

Station: KLKN

Advertiser: Herbster for Governor Market: Lincoln&Hstng-Krny-Pls DMA

ALEXANDRIA, VA 22313 PO BOX 26067 Agency Order #: 30080344 Product: Order

Buyer: Gaeckler, Elaine Primary Demo: Adults 35+ Assistant: ALEXANDRA BRADLEY 202-955-5342 Service: Nielsen Office: NEW YORK

Total Spots: 37
Total CPP: \$104.17

Con Type: POLITICAL/VOTE
Total \$: \$4,000.00

Status: Accepted

Total GRP: 38.4

Traffic #: 47155

Salesperson: ALEXANDRA BRADLEY 202-955-5342 Separation:

Comments: new order for herbster. booked this via email with each rep, please do not double book. thx, elaine

04/27/22	Date/Time			MGD 27	MSD 14	34	
04/27/22 4:34 PM	0			MGD 27 6p-6:30p	Th-F MSD 14 6p-6:30p	# Day/Time	
Sent To Rep	Action						
Rep				z	z	8	
				NEWS	NEWS	DP Program	
Joy Wenn	Added by						
No 6p news on 4/29 due to NFL Draft starting at 6. See MG on line	Comment			\$250.00 3.1	\$250.00	Rate	
vs on 4/	Ť			3.1	ယ	A35 Ratir	
29 due t			70		0	SP A35P Len 4/27 4/28 4/29 4 ssion	
o NFL I		Z	TOTALS: 0 10	0 30 0	30	Len	
Draft st		Makegood Comments	0	0	30 0 0 1 0 0	4/27	
arting a		od Con	10	>	0	4/28	
at 6. Se		nment	18	0	1 0	4/29	
e MG or		0,	9	0	0	4/30	
line 27							4/27 - 4/30
			37	_	0	Spots	Total
			\$4,000.00 \$104.17	\$250.00	\$0.00	₩	Total
			\$104.17	\$80.65	\$0.00 \$80.65	CPP*	
			38.4	<u>.3</u>	0.0	CPP* GRP*	